RESEARCH SYNOPSIS

IMPACT OF MARKETING STRATEGIES OF CONSUMER DURABLE GOODS ON PROFITABILITY: A STUDY OF SELECTED PRODUCTS IN PATNA DISTRICT

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INTRODUCTION

Marketing may be viewed at as an organizational function and a collection of procedures for producing, delivering and communicating value to customer and maintaining customer relationships in ways that also profitable for the Business. Marketing is the discipline of studying customer purchasing behaviour and selecting target audiences through market segmentation and research. From the point of view of sociology, marketing serves as a connection between a society's material needs and its response to habits in the economy. By establishing long-lasting relationships and facilitating exchanges, marketing satisfy needs and desires of the consumers.

The customer buying habits are constantly change on regular basis and going towards high-end technological items. Products which used to be considered luxury things have become a necessity due to change in lifestyle, income levels, education, occupation, and consumption habits etc.

The marketing strategies play significant role in profitability of the business organisation because if marketers makes an effective marketing strategies a business may able to increase its market share and therefore its income and profit of the business will automatically increase. Additionally, successful marketing strategies can help in making brand awareness and getting consumer loyalty, which can also increase the profitability.

According to BMI reports Indian consumer market currently ranks on fifth position but it is set to be world third largest by 2027. Whereas the fitch solution company predicts a 29% increase in real household spending will push India up.

MEANING OF MARKETING

- **According to American Marketing Association:-** "Marketing is the activity, set of institution, and process for creating, communicating, delivering and exchanging offerings that have value for consumers, clients partners and society at large".
- **According to Philip Kotler defines as** "the science and art of exploring, creating and delivering value to satisfy the needs of a target market at profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate product and service".

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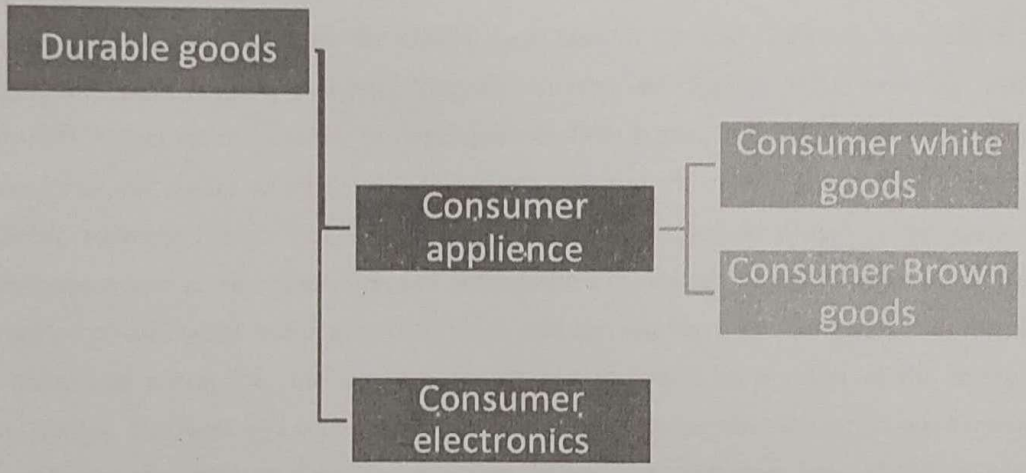
CONSUMER DURABLE GOODS

Consume Durable goods are also known as Electronic Durable Goods and Durable goods. Consumer durable goods are collection of consumer product which do not wear and tear out on regular basis or that product don't have to be purchased regularly because they last for long period of time. The durable goods and appliances are used for domestic purpose. It consists numbers of goods such as televisions, Laptops, Air conditioners, Electronic Fans, Washing machine, Microwave ovens, Refrigerators, Swing machine, Cameras, Audio system, Cleaning equipment and other domestic appliance are includes in this category.

Generally consumer durable Industry are classified into two parts i.e. (i) Consumer Electronics. (ii) Consumer Appliance. Further consumer appliance may be classified into two parts i.e. (i) Consumer brown goods (ii) Consumer white goods



Consumer appliance: - Consumer appliance or Domestic appliance are huge electronic Machine which is used to do basic housekeeping task. It is classified into two parts which is as follow:-

(i) Consumer White Goods:- Consumer white goods are those appliance which is generally large in size. It includes refrigerator, Washing machine, Air condition etc. Earlier these all goods are available only in white colour that's why we called white goods. Despite the fact these all goods are now available in a verity of colour combination. This study will mainly concerned with selected consumer white goods of LG Electronic Pvt Ltd. And Voltas Ltd.

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(ii) **Consumer Brown Goods**:- These kinds of consumer durables usually consist of kitchen appliances such as Mixer, Grinder, oven, microwave etc.

Consumer Electronics:- Consumer electronics goods are those goods which are regularly need in everyday use. The most common consumer electronics are Mobile, Mp3 Player, DVD, VCD Player, Television etc.

BIHAR

Bihar is an Indian state located in the eastern region of the country. With a land area of 38,202 square miles (98,940 km2), it ranks as the twelfth biggest state in terms of geographical size. Additionally, it is the third most populous state. The proportion of individuals below the age of 25 in Bihar is around 58%, making it the highest among the states in India. Bihar located mid-way between West Bengal in the east and Uttar Pradesh in the west. It is surrounded by the nation of Nepal to the north and by the state of Jharkhand to the south. Hindi and Urdu are the official languages of the state, however the bulk of the population speak Angika, Bhojpuri, Magadhi, Maithili and Bajjika. Bihar now lags behind the other Indian states in terms of development—both human and economic. According to economists and social scientists, this is a direct effect of the central government's distorted policies, such the Freight Equalization Policy and its disregard for Bihar. Nonetheless, the state government of today has improved governance a great deal. Through higher investments in infrastructure, better health care facilities, a stronger emphasis on education, and a decline in crime and corruption, the state's economy has recovered as a result of the improved government. Business and economic leaders from India and around the world are becoming interested in investing in Bihar because they believe the state now has a solid chance to maintain its growth.

PATNA

Patna is the most populous city and administrative centre of Patna district, Patna division, and Bihar state. Patna serves as the administrative centre of the state of Bihar. It is situated on the southern bank of the Ganga River. The transportation infrastructure includes efficient railway, road networks and by airways. It primarily serves as an administrative and educational hub for Bihar. The total number of houses in Patna district is 97,5,578, and the total population of Patna is around 58,38,465 Out of these, 25,14,590 population belong to urban areas of the district, and 33,23,875 population live in rural areas of Patna district. The

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sex ratio of Patna dist. is around 897 females per 1000 males. The literacy rate of the district is 70.68%, which is increasing day by day.

CHALLENGES IN THE MARKET OF BIHAR

The principal challenges of market in Bihar are below:

I. Understanding the consumer
II. Transportation problem
III. Warehousing problem
IV. Distribution channel issues
V. Understanding the spending habit of consumer
VI. Promotion & communication issues

MARKETING STRATEGIES

In marketing marketer must have to understand the behaviour of customers and then behave as per result. In marketing Strategies Company need to use over all approaches to promote their brand to the target consumers. The marketing process includes number of steps which are as follows – Research, Goal setting, and Positioning. It is long term process to gain organisation objectives and understand what consumers want. While preparing marketing strategies a marketer need to classify market according to areas like rural and urban market. Because as compared to urban marketing, rural marketing requires a more comprehensive personal selling effort.

Some Strategies which may be useful for marketing:-

- **PRODUCT STRATEGIES**
- **PRICE STRATEGIES**
- **DISTRIBUTION STRATEGIES**
- **SALES STRATEGIES**
- **MARKETING STRATEGIES**

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REVIEW OF LITERATURE

(i) Priya et al. (2023)

The study mainly focuses on the aspect of how social media play an important role in business organisation for marketing. The social media marketing is the cost effective for business because every business man as well as consumer using social media site like Facebook, YouTube, Instagram etc. and also business are done through online platform on flip kart and Amazon etc. these all site are free for all individual. In online marketing all information about the product is stated on the portal so consumer feel free to buy from online sites. For this study researcher makes 150 questionnaires for data collection, and 117 sample size is used in this study. And multiple linear regression analysis, Anova used to analyse the effectiveness of social media marketing. The author recommend the companies to conduct their own research to determine is social media marketing effective for their durable goods.

(ii) Shubita (2023).

This paper aims to investigate the link between profitability and marketing strategy to understand how firm profitability influences by marketing strategy. The model of measuring marketing strategy of company by using random effect regression modals. In this study the sample size is 808. The finding of this paper is return on assets (ROA) has significant effect on marketing strategy.

(iii) Gaurav, et al. (2022)

The study focus on the link between promotional strategies of marketing and consumer behaviour of electronic durable goods. In current market situation every consumer is aware about the product and their features so a marketer needs to know which factor of promotion influence the consumers. And as a result companies designing their product after study of consumer behaviour

(iv) Mahto et al. (2020)

This research paper has explained buying behaviour of consumers related to consumer electric goods such as mobile phone, computer and television. The areas of the study conduct in Bihar it includes urban areas as well as rural areas and investigate about consumers characteristics like consumers literacy level, what factors influence them to buy these goods, and what kind of satisfaction they get after using the goods, on the basis of these all factors a

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rational manager will make decision. The rural consumers are basically different from urban consumers not only in behaviour and practice but also in their beliefs. The paper study the preference of rural and urban consumer towards electric goods like the mobile phone, computer and television with the sample size of 320. The method of data collection of the study done by personal interview method, questionnaire method and schedule. The finding of the study is Emerging trends of phone, computer and television market in Bihar gained significance in the recent times.

(v) Yan et al. (2018)

The work in this paper is focusing on supply chain Management using dual channel of distribution method for the consumer durable goods with specific implementation for e-channels and resellers. The method of selling is adopted by a manufacturer for durable goods is to sell directly through its own e-channel and indirectly via an independent sellers. The models in this paper includes the segment of product, Manufacturer problem, Reseller's problem and consumers. The limitation in this research manuscript is focusing on assumption like Monopoly manufacturer, and had complete information about the durable goods or market and zero production cost.

(vi) Vijayalakshmi et al. (2013)

The research paper evaluate the consumer buying behaviour towards consumer durable goods or home appliances in Hyderabad city of India. In this study Indian market compare with world level market then they found Indian market is growing in electronic home appliances. In this study sampling method is used for data collection and 253 respondent selected for study.

(vii) ADAMSON, et al. (2013)

The study paper mainly reveals on the aspect of marketing, marketing strategy which influence the improvement of income & profitability. For this paper interview and documentation used for data collection and data has been analysed by descriptive strategy method. The research findings indicate that marketing plays an important part in promoting business growth in contemporary society, and that the selection of effective marketing strategies significantly influences profitability of business.

(viii) George et al. (2012)

This paper emphasized on Occasion based marketing related to consumer durable goods by using Seles promotions and Advertising approach to connect when and why consumers use the product because every consumes are different from one another at different times like consumer act different in festive seasons and a normal days. The method of advertisement is print based advertisement for both manufacturers and retailers of consumer durable industries with three newspaper out of two are in local language with the total sample size is 433 during the year 2011. The details about different method of sales promotion offers are free gift offer, Discount, sweepstake offer, exchange offer, combo offer and more. The limitation of this study is sale promotion ads consider only print ads and in India print ads represents only 25.47% where as 44.31% television ads are accounted.

Table No. 1 Reviewed Paper /Article

Author Name	**Title**	**Study Objective / Study Description**	**Country Geographical Area Covered**	**Sample Size/ Data Analysis Method**	**Findings/ Conclusion**
1K.Priya, 2Dr.P.Jagadeesan	Influence of Social Media Marketing on Business Performance of Durable Goods with Special Reference to Chengalpet District. (2023)	Business professionals utilize social media platforms as tools for advertising and marketing their products and services. This research specifically examines durable commodities such as household appliances, cars, electrical and electronic	Chengalpet, Tamilnadu, India.	117 Respondents. Multiple linear regression analysis.	Author says that businesses should do their own research and testing to find the best ways to use social media to sell their durable goods. With the help of social media marketing, durable goods are sure to meet the needs of every family because customers have a lot of options and

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		equipment, and books that are reachable through online marketing.			can make a decision on their budget.
Mohammad Fawzi Shubita	"Relationship between marketing strategy and profitability in industrial firms: Evidence from Jordan". (2023)	The objective of this study is to know how marketing strategy influence the profitability of the business.	Jordan	808 respondents. Random effect regression models.	This research paper reveals that return on assets (ROA) has significant effect on marketing strategy.
[1]Gaurav Gajbe [2]Dr. Sidhharth Nagdive	An analytical study of consumer behaviour about promotional strategy adopted by marketers with special reference to electronics durable goods in nagpur. (2022)	This study aims to know about which factors of promotional strategies influence the behaviour of the consumer. Because now a days every consumers are aware about the product and their features.	Nagpur, India.		The research paper reveals that Market size of electronic consumer goods are in India is very big, and many marketer make their promotion strategies according to consumers' needs and their behaviour.

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[1]Ravikesh Kumar Mahto [2]Manikesh Kumar	Emerging Trends of Electronic goods Market in Bihar. (2020)	The purpose of this paper is to investigate buying behaviour of consumers, and compare urban consumer buying behaviour with rural consumers buying behaviour.	Bihar, India.	320 Respondents. To prioritize these factors AHP (Analytical hierarchy process) was used.	As the nation's overall economic development has improved the standard of living for rural people, the rural Electronic products market in Bihar has recently grown in importance. The purchasing habits of rural and urban consumers varied significantly.
Wei Yan [1], Yu Xiong [2], Junhong chu [3], Gendao Li [4], Zhongkai Xiong [5]	The role of durability in marketing channel strategy of durable goods manufacturers. (2018)	The author use a two-period game-theoretic model in this study to examine how product durability. The manufacturer can sell both directly through its own online store and indirectly through a third-party reseller.	China	In this study consider both Optimal strategies, and analyse affects by durability.	This result is in keeping with the dual-channel schemes offered by 3M, NEC, and Whirlpool, which just use the Internet to provide reseller connections and product information without taking online orders.
[1]S.Vijayalakshmi,	Study on consumer	The author of this study want to	Hyderabad, India.	253 Responde	The study compares Indian

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[2]V.Mahalakshmi [3]S.Magesh	buying behaviour towards selective electronic home appliances in hyderabad city. (2013)	examine the behaviour of consumer related to the consumer electronics home appliances product.		nts from Hyderabad city is collected through Sampling Method.	market with the world level market and they found that Indian market is growing significantly in electronic home appliances.
[1]DR. NORMAN ADAMSON, [2]SIGALLA KING	The influence of marketing on profitability of an Organizatio n. (2013)	This article focus on importance of marketing strategy on profitability of an organisation. This is a case study about Genesis School of Information Technology and Journalism.	Dar es salaam, Tanzania.	Sample size 116. Which is collected through interview. Data analysed by descriptive strategy method.	The study has concluded that marketing plays a significant role in promoting business growth and influences the profitability of business.
Stanley George	Occasion Based Promotiona l Strategies of Consumer Durable Segment in Kerala. (2012)	The aim of this study is to know about Occasion Based Marketing is an approach to connect when and why consumers use the product With how they shop for the product.	Kerala, India	433 Responde nts. To analyse these factors standard methodolo gy used.	The study has concluded that When print advertising are used to announce promotional deals in the market during festival seasons, retailer promotions are employed more

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					often than manufacturer promotions.

RESEARCH GAP:

- There is lack of studies regarding the strategies of consumer durable goods which should be taken by concerned companies in Bihar.
- Most of the studies is only concerned with social media marketing and consumer buying behaviour towards consumer durable and non- durable goods. There is need to examine the marketing strategy which effect the profitability of business.

STATEMENT OF THE PROBLEM:

Now a days marketing is the most important aspect of development of any business organisation. And the business houses used different type of marketing strategies to understand the consumer needs and wants. And as result they have to do their marketing that will lead to effect the profitability of business. Consumer durable goods are type of goods which are used for domestic purpose. The durable goods or electric appliance product don't have to be purchased regularly because they last for long period of time. A proper built marketing strategy can affect the profitability of the business.

⇒ On the basis of research objectives, the research question for the study is:

a. Which kind of marketing strategies are used by the consumer durable goods companies?
b. How marketing strategies of consumer durable goods effect the people of Patna district, Bihar.
c. Is there any impact of marketing strategies which influencing the profitability of the companies?

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OBJECTIVES OF RESEARCH

1. To understand the current scenario of consumer durable goods in the market of Bihar.

2. To know the marketing strategies of consumer durable goods in Bihar.

3. To study about available opportunities and major challenges related consumer durable goods by companies in the Bihar.

4. To know how marketing strategies can affect the profitability of business which involved in consumer durable goods.

5. To propose suggestions to companies related consumer durable goods in order to make more profit.

HYPOTHESIS

H0: There are no significant relationship between marketing strategy of consumer durable goods and profitability of related companies.

Ha: There are significant relationship between marketing strategy of consumer durable goods and profitability of related companies.

PROPOSED RESEARCH METHODOLOGY

Research Design: - In this study a descriptive, exploratory as well as analytical design will be used.

SAMPLE SIZE:

- According to the Taro Yamane (1967) Method, the sample size of the study is approximately 400.

  Where: Total population = 58, 38,465

- For the impact on profitability of consumer durable companies, LG Electronics India Pvt Ltd. and Voltas Ltd. are selected.

PRIMARY DATA AND SOURCE:-

It is authentic data. Which will be gathered by the researcher himself. The primary data will be collected through:-

- Observation
- Survey among the targeted population
- Well set questionnaire
- Interview

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SECONDARY DATA AND SOURCE: -

It refers to those data that has previously been acquired by someone else. The secondary data will be collected through:-

- Books
- Internet
- Journals
- Magazines
- Newspapers
- Annual reports
- Companies websites

METHOD OF DATA ANALYSIS:

For Presentation and analysis of data following Statistical technique will be used.

I. The data will be collected, presented and tabulated in the form of Tables, Graphs and various charts.

II. Correlation, Regression, Z-test will be used for hypothesis testing

PROPOSED WORK PLAN:

This study will organized into five chapters. The specifics of the chapters or topics are given below.

- **Chapter 1. Introduction**
  - **Background Information**
  - **Literature Review**
  - **Research Problem or Question**
  - **Objectives of the Study**
  - **Scope & Limitations of the study**
  - **Significance of the study**
  - **Research Methodology**
  - **Chapterization**
- **Chapter 2. Profile of selected consumer durable goods companies. And Conceptual framework of marketing strategies of the selected consumer durable products in Patna District.**
- **Chapter 3. Opportunities and Challenges in the market of consumer durable goods.**
- **Chapter 4. Effect of marketing strategies on profitability of the selected consumer durable companies.**
- **Chapter 5. Findings, Conclusion and Suggestion.**

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